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ORDER

PRODUCERS' "Farmer Accepted" HYBRIDS

NOW!

Every year farmers are disappointed, because they put off ordering their Producers' seed until it is too late—too late to get the exact variety and grade they want.

Place Your Order for PRODUCERS' Seed NOW with

MONROE COUNTY PRODUCERS' SUPPLIES

Waterloo, Illinois

1948




MEMBERS

Illinois Agricultural Association
Illinois Crop Improvement Association
(Official certifying agency for Illinois)
Illinois Seed Producers' Association, Inc.
Illinois Seed Dealers' Association
American Seed Trade Association

PRODUCERS' CROP IMPROVEMENT ASSOCIATION

Blackhawk Division, Polo Illinois **PIPER CITY, ILLINOIS** Vermilion Valley Division Fairbury, Illinois



Producers'
...**A BLANKET OF GOLD**
...**IN YOUR FIELD!**
...**IN YOUR POCKET!**

Yield-proved

Producers'


DEVELOPED BY
ILLINOIS FARMERS
FOR
ILLINOIS FARMERS

**HIGHER YIELD
GREATER STANDABILITY
BETTER QUALITY**

All Ways!

PRODUCE MORE WITH...

Producers' "Farmer Accepted" Hybrids



PRODUCE MORE WITH

Producers'



Producers' Hybrids ARE BACKED BY...

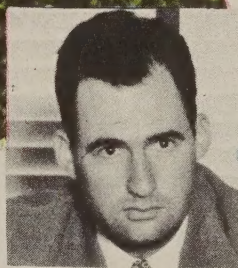
SKILLFUL BREEDING • MODERN FACILITIES • SOUND POLICIES

Producers' hybrid varieties are built around strains of known corn borer resistance and high yield, through skillful, conscientious breeding by Robert R. Copper, Plant Breeder, and the Producers' Hybrid Corn Research Department. Under the direction of Mr. Copper, Producers' has developed a complete breeding program:

1. An extensive research program for finding and developing new and better pure strains.
2. A complete program for maintaining the quality and supply of the inbreds and single-crosses.
3. A state-wide testing program in which every new hybrid is tested several years before it is offered to you.

All Producers' hybrids are yield-proved before they are offered for sale, your assurance that when you buy a Producers' hybrid you are not taking a chance, its yielding ability has already been proved in your territory.

Robert R. Copper has spent many years working with hybrid corn. For a number of years he was with the Agronomy Department of the University of Illinois and later spent two years on the University of Pennsylvania staff. For the past three years as Producers' Plant Breeder, he has brought out such outstanding hybrids as Producers' 1050, Producers' 315 and Producers' 305.

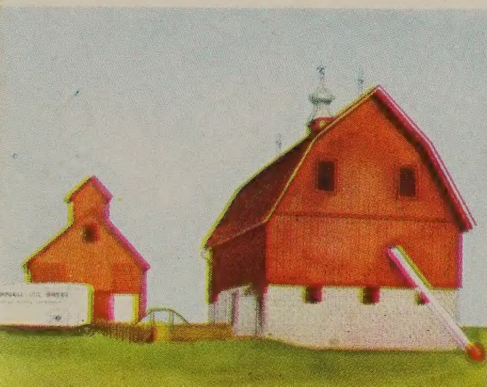


Producers' modern plant facilities are planned completely and designed especially to carry out the famous Producers' processing operations. A new humidified warehouse has been constructed this year at Producers' main plant. In this modern warehouse valuable foundation seed will be stored in accurately controlled temperatures to preserve its germination qualities. All Producers' seed is treated with a film of Arasan Seed Treatment by the new Slurry (wet) method to prevent seedling diseases.

The Producers' Crop Improvement Association is a cooperative, entirely owned and operated on a share basis by farmer members. All savings over reasonable operating reserves are refunded to Farm Bureau member patrons. Patrons who are members in good standing in their respective Farm Bureaus as of June 30th are eligible for patronage refunds for that fiscal year.

VERMILION VALLEY DIVISION PLANT
Fairbury, Illinois

BLACKHAWK DIVISION PLANT
Polo, Illinois





Producers' Hybrids ARE "Farmer Accepted" YIELD-PROVED YEAR IN, AND YEAR OUT

● Farmers who have planted Producers' "Farmer Accepted" hybrids re-order them year after year. Producers' are yield-proved hybrids grown by Producers' especially for Illinois farmers. They are varieties accurately graded and adapted to Illinois soils and growing conditions.

Those who plant Producers' know that they can depend upon this high quality seed to give good germination, high resistance to insects, disease and drought, even maturity and maximum yield. Yield-proved Producers' hybrids are "Farmer Accepted".

Producers' EFFECTIVE PROCESSING GIVES YOU HIGHER YIELD • STRONGER GERMINATION • EASIER PLANTING

PRECISION GRADED SEED FOR ACCURATE, TROUBLE-FREE PLANTING



1 Unnecessary handling is eliminated by pulling truck behind picker. This assures fast, early harvest.



2 All corn is delivered to Producers' plants in the ear so proper hand sorting can be carried out.



3 First hand sorting carefully removes all immature and imperfect ears or ears with obvious defects or diseases.



4 The corn is dried to 12% moisture to assure germination and quality until you are ready to plant it.



5 SECOND hand sorting is your double assurance of extra quality seed. Any diseased ears or kernels missed in the first sorting are rejected.



6 Prior to shelling a final careful inspection is made to make sure that the seed measures up to Producers' strict standards.



7 Producers' hybrids are accurately graded for uniform length, width and thickness. A gravity grader eliminates light kernels.



8 Producers' seed is treated with a film of Arasan Seed Treatment by the new Slurry (wet) method to prevent seedling diseases.



9 Every Producers' variety is accurately weighed, bagged and clearly tagged with variety, grade and planter plate recommendations.

THE DOUBLE HAND SORTING ADDS EXTRA QUALITY TO PRODUCERS' "FARMER ACCEPTED" HYBRIDS



MEDIUM (18) FLAT



THICK MEDIUM (18S) FLAT



REGULAR (20) FLAT



MEDIUM ROUND



SMALL (17) FLAT



THICK SMALL (17S) FLAT



LARGE (22) FLAT



LARGE WIDE (24) FLAT



LARGE ROUND

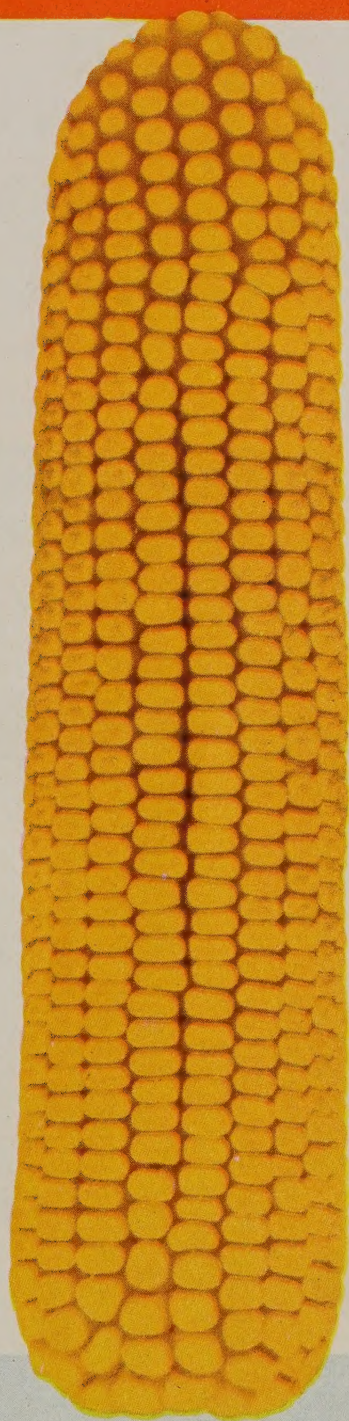


MEDIUM LONG ROUND

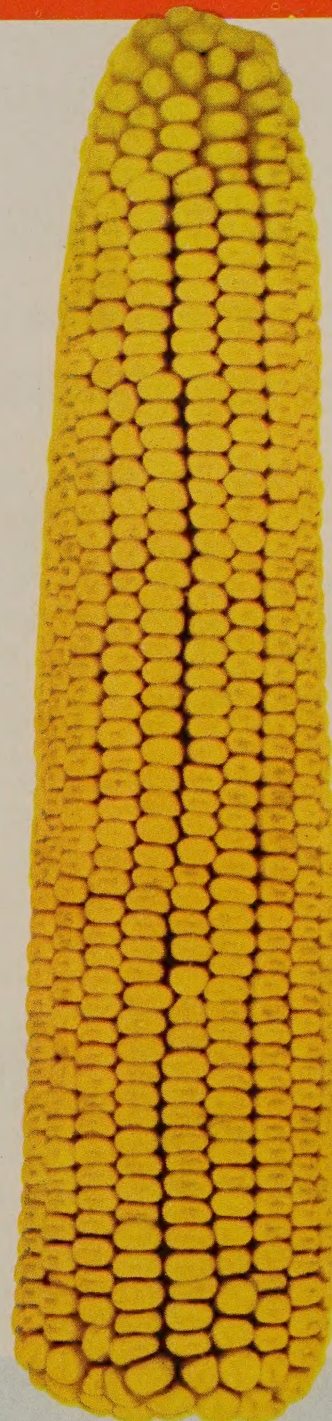
Yield-proved FOR
EXTREME NORTHERN ILLINOIS

Yield-proved FOR
EXTREME NORTHERN ILLINOIS

PRODUCERS' 305



PRODUCERS' 311



PRODUCERS' 305

Maturity approximately 90-95 days. A newly developed rapid drying hybrid especially adaptable to extreme Northern Illinois counties and lake regions. Outstanding yield and standability, excellent stalk and root characteristics. Medium low ear easily husked by hand or machine.

PRODUCERS' 311

Maturity approximately 95 days. Wide adaptability. Early maturity yet high yielding. Medium height stalk bears large, long ear held medium low. Easily husked by hand or machine.

PRODUCERS' 317 (not illustrated)

Maturity approximately 95 days. A new high yielding early hybrid. Widely adaptable to soils of the Northern tier of counties. Excellent stalk qualities with ear held medium low. Ear dries rapidly with a high shelling percentage.



A GOOD STAND—ALWAYS!

Field performance shows conclusively that Producers' hybrids develop rugged stalks for outstanding standability even when harvest is delayed.

Yield-proved FOR
EXTREME NORTHERN ILLINOIS

Yield-proved FOR
EXTREME NORTHERN AND NORTHERN ILLINOIS

PRODUCERS' 315



PRODUCERS' 320



PRODUCERS' 315

Maturity approximately 90-95 days. Adaptable to various types of soil with a proved high yield in Northern Illinois. A low growing variety with good root system and stiff stalk. Medium rough, feeder-type ear held low for easy mechanical or hand picking.

PRODUCERS' 320

Maturity approximately 95-100 days. Widely adaptable to low, medium and high fertility soils in Northern Illinois. Gives an unusually high yield. A slightly later hybrid, faster drying with higher ear height than former 1020. Medium green foliage — smooth, well-shaped, non-tapering ear.

PRODUCERS' ILLINOIS 101 (not illustrated)

Maturity approximately 95-100 days. A hybrid for good to better soils in Northern Illinois. Unusually high yield. A low growing, early variety having medium green foliage and smooth, well-shaped non-tapering ear held low.

PLANTS EVENLY!

Producers' exacting series of Precision Grading insures you against wasteful over-planting or "skips". Your fields of Producers' hybrids are planted evenly, just the way you want them for maximum yield and easy picking.



Yield-proved FOR
NORTHERN AND NORTH CENTRAL ILLINOIS

Yield-proved FOR
NORTH CENTRAL ILLINOIS

PRODUCERS' 510



PRODUCERS' 510

Maturity approximately 100 days. Widely adaptable to soil types in North and North Central Illinois. A high yielding, excellent feeder corn. Grows medium low with stiff stalks and deep green foliage. Smooth, non-tapering ears held right for machine husking.

PRODUCERS' 709

Maturity approximately 105 days. Adaptable to an exceptionally wide area and variety of soil types. An excellent feeder corn—develops soft starch type kernels. Stiff, medium-height stalk holds the large, non-tapering ears just right for easy mechanical picking.



PRODUCERS' 709



CONSISTENTLY HIGH YIELDS!

Producers' hybrids are widely known through proved statistics to give exceptionally high yields consistently.

PRODUCERS' CROP IMPROVEMENT ASSOCIATION • PIPER CITY, ILL.

Yield-proved FOR
NORTH CENTRAL ILLINOIS

Yield-proved FOR
NORTH CENTRAL ILLINOIS

PRODUCERS' U.S. 35

PRODUCERS' ILLINOIS 972



PRODUCERS' U.S. 35

Maturity approximately 105-110 days. Especially adaptable to medium fertility soils of the North Central section. A high yielding feeder type. (Dries rapidly for its relative maturity.) Single ear held medium to low.

PRODUCERS' ILLINOIS 972

Maturity approximately 105 days. Particularly adaptable for medium fertility soils on the North Central section. Outstanding record for consistently high yield. A one-ear plus — this medium tall hybrid is especially good for mechanical picking.

RESISTS INSECTS AND DROUGHT!

Producers' hybrids give high yields through greater resistance to drought, corn borers, cinch bugs and other common insect pests and diseases.



Yield-proved FOR
NORTH CENTRAL AND CENTRAL ILLINOIS

Yield-proved FOR
NORTH CENTRAL AND CENTRAL ILLINOIS

PRODUCERS' 730



PRODUCERS' 900



PRODUCERS' 730

Maturity approximately 105-110 days. Adaptable especially to soils of medium fertility. Good feeder type with fairly smooth single ear and deep kernel. Medium height with dark green foliage that stands well and will not drop ears. An easy picking quality hybrid.

PRODUCERS' 900

Maturity approximately 105-110 days. Adaptable to rich soils. High shelling percentage. Has very dark green foliage, excellent stalk and root qualities; stands drought with a minimum of damage. Deep-kerneled, large non-tapering ears held at low height for easy husking.



HIGH SHELLING PERCENTAGE!

You'll see the difference at shelling time. With deep, thick kernels on small cobs, Producers' shells out high. Sound, shelled corn means more profit to you.

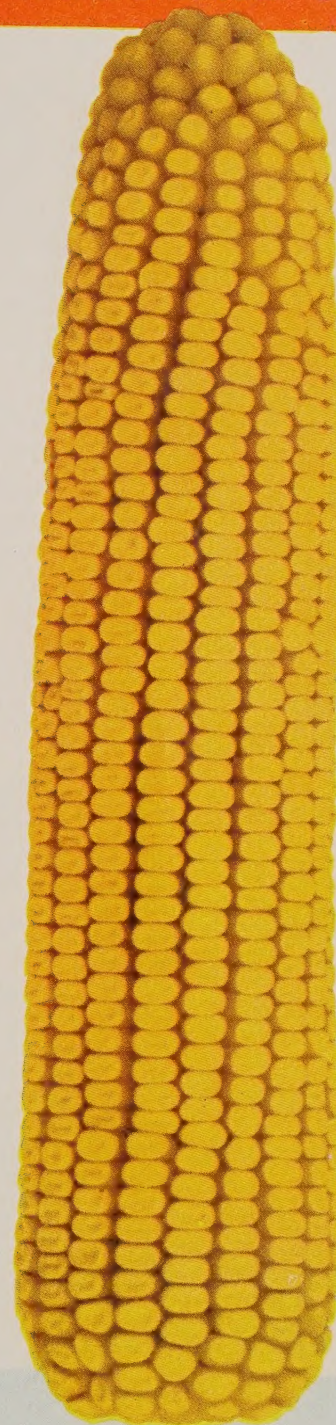
Yield-proved FOR
CENTRAL ILLINOIS

Yield-proved FOR
CENTRAL AND SOUTHERN ILLINOIS

PRODUCERS' ILLINOIS 201



PRODUCERS' 940



PRODUCERS' ILLINOIS 201

Maturity approximately 105-110 days. Adaptable to better soils and sod ground. Proved outstanding in official tests. A good feeder and market corn, it produces an exceptionally long ear with deep kernels and small cob. Medium height ear husks clean by hand or picker.

PRODUCERS' 940

Maturity approximately 115-120 days. Extremely wide adaptability to soil types of Central and South Central sections of Illinois. A good feeder corn, noted for high yield. Large, slightly tapering ear held low on a stiff stalk for ideal mechanical picking.

REMARKABLE FEEDING QUALITY!

Producers' "Farmer Accepted" hybrids have high palatability. Big "jewels of the corn field" like Producers' make champion cattle... profit on the hoof.



**Yield-proved FOR
CENTRAL AND SOUTHERN ILLINOIS**

**Yield-proved FOR
CENTRAL AND SOUTHERN ILLINOIS**

PRODUCERS' 945

PRODUCERS' U.S.13



PRODUCERS' 945

Maturity approximately 115-120 days. Widely adaptable to all soil types. Originally for better soils, but has proved a good yielder on poor soil if not planted too heavily. An outstanding feeder—high yielding hybrid with good standability. Stalk stays green until after ear is ripe.

PRODUCERS' U.S.13

Maturity approximately 115-120 days. Widely adaptable to all fertility soils. Used extensively in Central and Southern sections. One of the best feeder varieties with large, fairly rough ears on a stiff stalk. Easily husked by hand or machine.

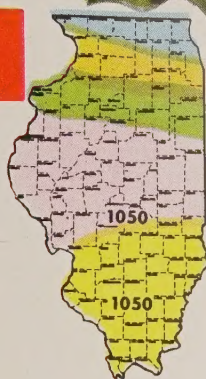
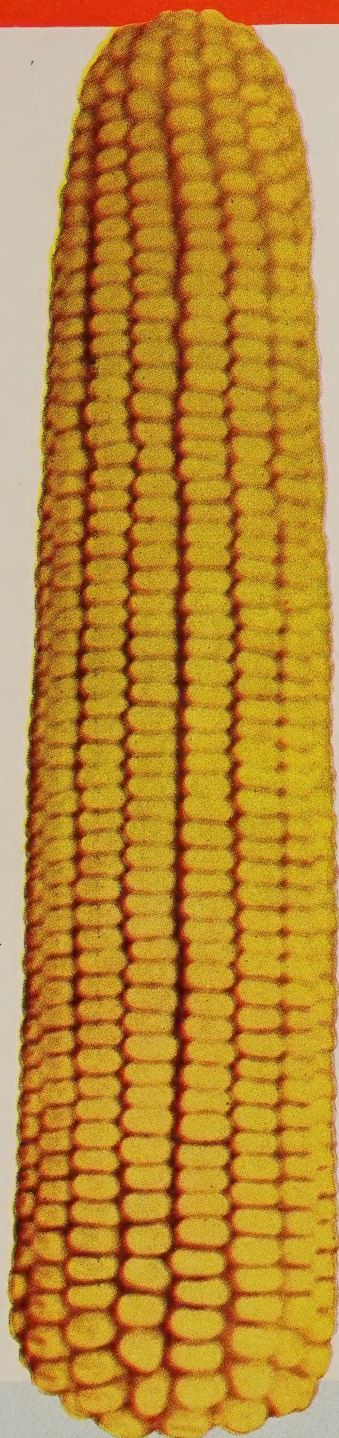


EASY TO HARVEST!

High yield of heavy ears on strong, long-standing stalks make Producers' "Farmer Accepted" hybrids easy to harvest.

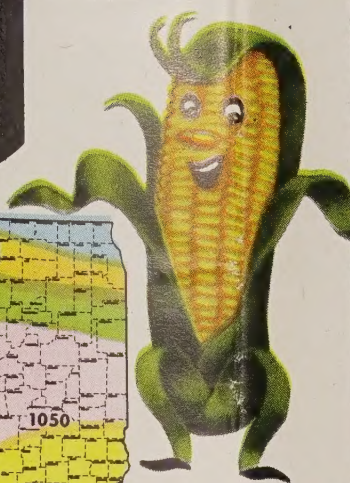
**Field-proved FOR
CENTRAL AND SOUTHERN ILLINOIS**

PRODUCERS' 1050



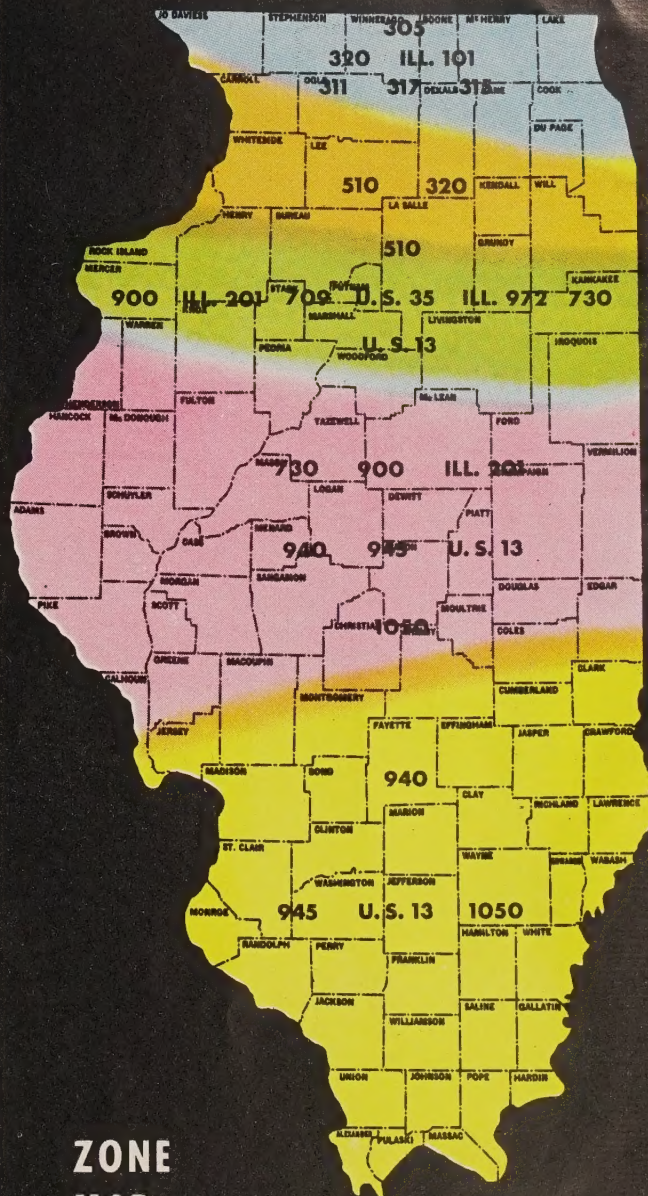
PRODUCERS' 1050

Maturity approximately 120-125 days. Well adapted to all soil types. Develops unusually well on poor soils as well as those with high fertility. Stiff, medium-height stalk. Well rooted with smooth type ear at medium height for good machine picking.



HERE'S HOW TO SELECT

***Producers'*
"Farmer Accepted"
HYBRID VARIETIES**



**ZONE
MAP...**

To select the Producers' variety most adaptable to your particular region:

First—Locate the position of your farm on the map.

Second—Note the particular Producers' varieties that have been developed specifically for your region to mature within your growing season and give maximum yield.



PRODUCE **MORE** WITH

Producers'

Hybrids

"Farmer Accepted"